



## Memorandum

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To: Glen Markegard, Julie Farnham

From: William C. Griffith

Date: June 17, 2014

Re: Proposed Signage: Review of Bloomington Sign Code  
Our File # 27,172-72

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The following tables review the proposed signage in the MOA Phase IC Signage Package and identify the applicable provisions of the Bloomington zoning ordinance, whether the proposed sign is permitted, and any amendments that would be required to permit the signage.

Sign ID #	Sign Type	Sign Dimensions	Sign Area	Permitted / Code Section (19.115)	Notes or Proposed Amendments
North Elevation - Existing Building Walls					
WG-1A, 2A, 3A	Arts and Entertainment Graphic	32' x 10' each (tryptych)	320	No	See proposed master sign plan
WG-4A, 5A, 6A	Arts and Entertainment Graphic	32' x 10' each (tryptych)	320	No	See proposed master sign plan

Sign ID #	Sign Type	Sign Dimensions	Sign Area	Permitted / Code Section (19.115)	Notes or Proposed Amendments
North Elevation					
BS-6	Building Sign	3' x 15' (Hotel restaurant)	45	No / (b)(2)(D)(iii) (unless 5,000 sf & have access to ext. or ramp)	See proposed amendment regarding glazed exterior façade
BS-7	Building Sign (Backlit)	10' x 60' (Tower sign)	600	Yes / (b)(2)(A)	Three (3) per tower
BS-8	Building Sign	700 sf (Bldg. Entrance) (280 sf text/420 sf ribbon logo)	700	Yes / (b)(2)(B)	Mixed use center ID sign
BS-9	Building Sign (Backlit)	10' x 60' (Tower sign)	600	Yes / (b)(2)(A)	Three (3) per tower
BS-10, 11, 12	Building Sign	(3) 6' x 30' (Level 1-3 tenants)	(3) 180	No / (b)(2)(D)(ii) (unless 10,000 sf & have access to ext. or ramp)	See proposed amendment regarding glazed exterior façade & 5,000 sf minimum
WG-2-9	Wall Graphics (Backlit)	(8) 20' x 25' (Backlit-entrance)	(8) 500	No	See proposed master sign plan
WG-13	Wall Graphic	25' x 108'	2,700	No	See proposed master sign plan
WD-1, 2	Window Displays	Tenant Displays (Level 2 mall tenant)	NA	Yes / 19.104	Not included in signage
WS-5	Window Signs	Tenant Window Signs (Level 3 mall tenant)	NA	Yes / (b)(2)(D)(iii)(aa)	limited to forty percent (40%) of the facade area
WS-6	Window Signs	Tenant Window Signs (Level 1 mall tenant)	NA	Yes / (b)(2)(D)(iii)(aa)	limited to forty percent (40%) of the facade area
South Elevation					
BS-4	Building Sign (Backlit)	10' x 60' (Tower Sign)	600	Yes / (b)(2)(A)	Three (3) per tower
BS-5	Building Sign (Backlit)	10' x 60' (Tower Sign)	600	Yes / (b)(2)(A)	Three (3) per tower
D-2	Directional Sign	2' x 8'	16	No / (d)(1)/19.116 (unless limited to 12 sf)	See proposed master sign plan
WS-1, 2, 3	Window Signs	Tenant Window Signs (Levels 1-2 mall tenants, office building tenant)	NA	Yes / (b)(2)(D)(ii)-(iii)	limited to forty percent (40%) of the facade area
WS-4	Window Sign	Tenant Window Sign (Level 3 mall tenant)	NA	Yes / (b)(2)(D)(ii)-(iii)	limited to forty percent (40%) of the facade area



Sign ID #	Sign Type	Sign Dimensions	Sign Area	Permitted / Code Section (19.115)	Notes or Proposed Amendments
East Elevation					
BS-1	Building Sign (Backlit)	5' x 30' (Hotel Ret. Wall)	150	Yes / (a)(2)(D)(i)	Tenant sign (tenant must be 150,000+ sf)
BS-2	Building Sign (Backlit)	20' X 30' (Tower)	600	Yes / (b)(2)(A)	Three (3) per tower
BS-3	Building Sign	5' x 30' (Hotel Restaurant)	150	No / (b)(2)(D)(iii) (unless 5,000 sf & have access to ext. or ramp)	See proposed amendment regarding glazed exterior façade
D-1	Directional Sign	2' x 8'	16	No / (d)(1)/19.116 (unless limited to 12 sf)	See proposed master sign plan
WG-1	Wall Graphics (Backlit)	20' x 40'	800	No	See proposed master sign plan
HBG-1	Wall Graphics	1' 6" x 36' (Headache Bar)	54	No	See proposed master sign plan
M-1	Monument Sign	MOA Sculptural Sign (12'5" x 12'5" w/3'-4' high base)	157	No / (a)(1)(A)(ii)(bb) (cannot exceed 15' from grade)	See proposed language amending max height to 17'
NA	Flags, Commercial	(3) 40' flagpoles (flags: 4' x 6' each)	(3) 24	No / 19.105(c)(5)(B) (unless limited to two commercial flags 25 sf each)	See proposed master sign plan
West Elevation					
BS-13	Building Sign (Backlit)	20' x 30 (Tower)	600	Yes / (b)(2)(A)	Three (3) per tower
BS-14, 15, 16	Building Sign	(3) 6' x 30' (Level 1-3 mall tenants)	(3) 180	No / (b)(2)(D)(iii) (unless 5,000 sf & have access to ext. or ramp)	See proposed amendment regarding glazed exterior façade & 5,000 sf minimum
BS-17	Building Sign (Backlit)	8' x 30' (Major office tenant)	240	No (tenant estimated 75k sf) / (b)(2)(D)(i)	(Tenant size estimated: 75k); see proposed master sign plan
WG-10	Wall Graphic (Backlit)	30' x 33'	1,140	No	See proposed master sign plan
WG-11	Wall Graphic (Backlit)	40' x 38'	1,520	No	See proposed master sign plan
WG-12	Wall Graphic (Backlit)	29' x 38'	1,102	No	See proposed master sign plan
HBG-2	Wall Graphic	1' 6" x 36' (Headache Bar)	54	No	See proposed master sign plan
WD-3, 4	Window Displays	(2) Window Displays (Level 2 mall tenants)	NA	Yes / 19.104	Not included in signage

WD-5	Window Display	Window Display ( Level 2 mall tenant)	NA	Yes / 19.104	Not included in signage
WD-6	Window Display	Mall Window Display	NA	Yes / 19.104	Not included in signage
WS-7, 8	Window Signs	Tenant Window Signs (Level 3 mall tenants)	NA	Yes / (b)(2)(D)(ii)-(iii)	limited to forty percent (40%) of the facade area
WS- 9	Window Signs	Tenant Window Sign (Level 1 mall tenant)	NA	Yes / (b)(2)(D)(ii)-(iii)	limited to forty percent (40%) of the facade area
WS-10	Window Signs	Tenant Window Sign (Level 1 mall tenant, two-story lobby)	NA	Yes / (b)(2)(D)(ii)-(iii)	limited to forty percent (40%) of the facade area
WS-11	Window Signs	Tenant Window Sign (Level 2 mall tenant)	NA	Yes / (b)(2)(D)(ii)-(iii)	limited to forty percent (40%) of the facade area

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